

## **Consumer Health in Nigeria**

Market Direction | 2024-01-12 | 91 pages | Euromonitor

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### **Report description:**

The harsh economic environment continued in 2023, challenging retail value sales in Nigeria and bolstering the use of counterfeit options in consumer health. However, barriers to healthcare increased the self-medication trend, driving the sale of OTC products in the country.

Euromonitor International's Consumer Health in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Health market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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##### 2023 DEVELOPMENTS

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Rising interest in health and wellness to drive growth on the landscape

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